RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #154180
Mr. J. Derigo
DERIGO SALES

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear John:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **81** skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	6
Light Men 100	12300-22592	6
Light 100	12300-22589	6
FF 100	12300-22590	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product PO # 023; ***Displays PO #*** 024

Product / Premium Arrival: **August 25, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

SKU CUBE: **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$2,677.57**
Non-EFT $ Amount: **$N/A**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$93.80 (6.7 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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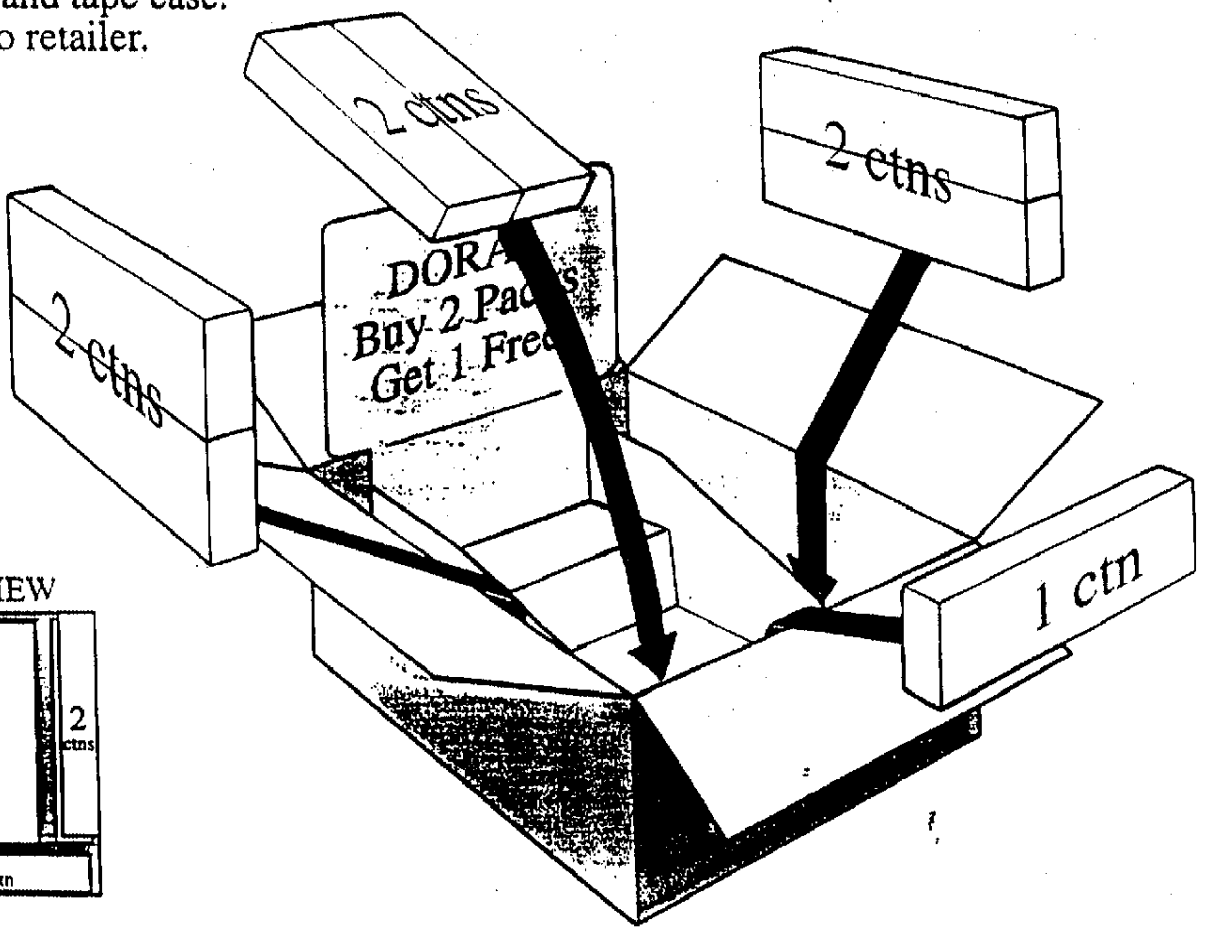
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

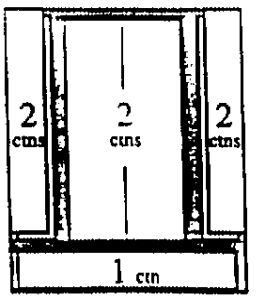
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	Light	Lt MEN 100	Light 100	ff 100		
Number of Cartons	2	2	2	1		

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Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "**Buy 2 Packs - Get One Free**" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	574995	QUICK CHECK FOOD MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716)871-1665
162601	162625	576389	FAMILY CORNER STORE	380 CONNECTICUT S	BUFFALO	NY	14213	1				(716)886-4970
162601		597977	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY	14213	1				(716)886-9032
162601		598990	U.S. FOOD MART	235 ESSER ST.	BUFFALO	NY	14207	1				(716)875-1234
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716)877-4440
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716)743-0919
162601	162626	744008	PARKSIDE MARKET INC	1150 SHERIDAN DR	TONAWANDA	NY	14150	1				(716)447-9169
162601	162629	746533	AL'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	1				(716)873-7745
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14202	1				(716)882-2733
162601	162629	397310	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY	14216	1				(716)836-3616
162601	162626	398665	CFM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1		0990-0000		(716)691-7655
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716)877-9823
162601	162625	496766	ALLENTOWN FOOD SHOP	76 ELMWOOD AVE	BUFFALO	NY	14201	1				(716)881-5748
162601	162626	497268	STOP N GAS #11	8811 NIAGARA FALL	NIAGARA FALLS	NY	14304	1	NYS	1260-0000	SAD0089	(716)297-9338
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS			(716)875-5363
162601	162622	765413	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	1	NYS	1260-0000	SAD0089	(716)434-1184
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY	14213	1	NYS		PRI0326	(716)885-2887
162601	162626	738580	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY	14150	1	NYS			(716)874-9774
162601	162626	128682	MIKE REXFORD SERVIC	1940 NIAGARA FALL	TONAWANDA	NY	14150	1	NYS			(716)692-7017
162601	162622	128934	KENYON #778/DYNAWAS	2905 MAIN ST	NEWFANE	NY	14108	1	NYS	1895-0000		(716)778-7899
162601	162629	311007	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS		LIE0897	(716)873-6153
162601	162625	396875	BILLS DEL	32 ALLEN ST	BUFFALO	NY	14202	1	NYS			(716)882-3755
162602	162629	397117	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY	14211	1				(716)896-0317
162602	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	5				(716)834-1087
162602	162629	525296	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY	14225	1				(716)896-8860
162602	162629	634670	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1		0362-0102		(716)631-0009
162602	162625	660888	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)886-5498
162602	162622	672361	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANSVILLE	NY	14026	1				(716)684-0333
162602	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	1				(716)836-6223
162602	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716)892-4669
162602	162625	705607	ELMWOOD NEWS	988 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)883-4255
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104	(716)735-7511
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716)735-7066
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	1				(716)824-6137
162603	162625	522920	HAPPY CORNER STORE	505 S. PARK AVE.	BUFFALO	NY	14204	1				(716)853-2158
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	1		1260-0000		(716)824-0438
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	1		1260-0000		(716)627-7319
162603	162625	641384	M&A FOOD MARKET	473 JEFFERSON AVE	BUFFALO	NY	14204	1				(716)855-0077
162603	162625	641572	E. FERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1				(716)885-9238
162603	162625	655757	LOVEJOY FOOD & BEVE	1196 E LOVEJOY	BUFFALO	NY	14206	5			154180	(716)896-3370
162603	162625	669476	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY	14218	1				(716)825-8446
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	1		1260-0000		(716)826-8121

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	719755	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY	14212	1				(716)842-8880
162603	162625	396994	B-KWIK MKT #66	1989 SENECA ST	BUFFALO	NY	14210	1		1435-0000		(716)824-1124
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	5				(716)828-1160
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3				(716)822-1651
162603	162625	397614	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716)855-0243
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	5				(716)826-6199
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	2				(716)894-4900
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716)855-3828
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	1260-0000	STA3856	(716)649-5930
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716)825-6484
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	1	NYS	1260-0000	STO0166	(716)856-5687
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	1	NYS	1260-0000	GAS4101	(716)627-2170
162603	162625	128582	BUZZ N BEE(PRIN-SEN	2097 SENECA ST	BUFFALO	NY	14210	1	NYS		PRI2097	(716)825-5372
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	1	NYS	1260-0000	GAS4100	(716)675-2788
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	1	NYS	1260-0000	GAS0001	(716)897-2781
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	1				(716)366-4909
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	1	NYS	1260-0000	YOR1225	(716)492-5722

PAGE BREAK TOTAL ACCOUNTS 59 TOTAL QUANTITY 79

TEMPLATE TOTAL ACCOUNTS 59 TOTAL QUANTITY 79

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDC 500

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